



BENEFITS OF CORPORATE SPONSORSHIP AT CHAUTAUQUA INSTITUTION

- I. Chautauqua would identify your company as the sole sponsor of a selected Chautauqua lecture, Symphony, or Amphitheater special and would notify the public by the following means:
 - A. Your company's name and logo would appear on all advertising and promotional efforts related to the selected performance and would include at a minimum:
 1. Name and logo to appear on the Chautauqua four-color final calendar. (distribution 250,000)
 2. Identification by name and logo in the advance pre-season calendar and in all articles relating to selected performance in the spring issue of *The Chautauquan*. (distribution 45,000)
 3. Selected performance in an article in *The Chautauquan Daily* the day of the performance. (distribution 8,000)
 4. Name and logo to be used with all print media buys in local and regional newspapers. (average circulation over 100,000 per run)
 5. Name and logo associated with selected performance for all electronic advertising.
 6. Name and logo used with targeted mail fliers such as bus shows, travel and convention bureaus.
 - B. Your company's name and logo would appear in the Chautauqua program book on the day or evening of the performance. (distribution 5,000)
 - C. Your company would be acknowledged as the Corporate Sponsor from the stage of the Amphitheater as part of the introduction of the selected event. (potential for 4,000+ people in attendance)
 - D. Your company's name would appear in Chautauqua's Annual Report as a Corporate Sponsor. (distribution 8,000)
- II. Your company would receive a quantity of free tickets, or reduced price tickets, or a combination of both, depending on the particular needs.
- III. Reception opportunities with guest artists are available but subject to mutual approval of Corporate Sponsor, the artist, and Chautauqua.
- IV. Gate tickets and other revenues cover only a portion of the Chautauqua budget. Every year we must raise more than \$2.5 million through gifts such as yours to balance our program budget. Through your corporate sponsorship you will have the knowledge that you have helped to ensure Chautauqua's programming.